

March 2014

Bottled Water and Cold Beverages Mixes - US

“Offerings that stress hydration, health, and convenience will support increased bottled water consumption. Consumers remain price sensitive in the category, and with so many choices, value will be what consumers fall back on. Products with higher price points need to be justified through unique flavors and innovation to draw in ...

February 2014

Grocery Retailing - US

“When it comes to shopping for groceries, the choices can be overwhelming. While an increasing range of different retailers sell grocery items, their offerings vary. In a crowded marketplace, retailers need to clearly define and communicate how they differ from the competition, stand out by offering customized promotions to retain ...

Beverage Packaging Trends - US

“New government regulations, fluctuating disposable income, and higher expectations for health and sustainability transparency are impacting the beverage packaging market. A balance of egoistic, altruistic, and ergonomic qualities is a must for successful packaging, with innovative ascetics allowing packaging to stand out.”

January 2014

Nutritional and Performance Drinks - US

“Functional claims are expanding across food and drink categories, as brands seek to differentiate themselves from the competition. The nutritional and performance drinks market should promote the fact that its products are engineered specifically for the functionality they promote, unlike other products for which claims such as protein delivery and ...

Non-Alcoholic Beverages Occasions - US

“Many beverages are pigeonholed to a degree by the times of day at which they are most commonly used. Brands could increase consumption frequency by positioning their products as suitable for a wider range of occasions and locations, such as milk with meals or juice drinks instead of sports drinks ...